

Middlesex University Research Repository

An open access repository of

Middlesex University research

<http://eprints.mdx.ac.uk>

Dandis, Ala' Omar, Wright, Len Tiu and Cai, Huifen (Helen) ORCID logoORCID:
<https://orcid.org/0000-0002-5893-8291> (2014) The impact of service quality and customer satisfaction on customer's loyalty in Jordan Islamic Bank. In: 47th Academy of Marketing Conference AM2014 - Marketing Dimensions: People, places and spaces, 7-10 Jul 2014, Bournemouth, United Kingdom. . [Conference or Workshop Item]

First submitted uncorrected version (with author's formatting)

This version is available at: <https://eprints.mdx.ac.uk/19739/>

Copyright:

Middlesex University Research Repository makes the University's research available electronically.

Copyright and moral rights to this work are retained by the author and/or other copyright owners unless otherwise stated. The work is supplied on the understanding that any use for commercial gain is strictly forbidden. A copy may be downloaded for personal, non-commercial, research or study without prior permission and without charge.

Works, including theses and research projects, may not be reproduced in any format or medium, or extensive quotations taken from them, or their content changed in any way, without first obtaining permission in writing from the copyright holder(s). They may not be sold or exploited commercially in any format or medium without the prior written permission of the copyright holder(s).

Full bibliographic details must be given when referring to, or quoting from full items including the author's name, the title of the work, publication details where relevant (place, publisher, date), pagination, and for theses or dissertations the awarding institution, the degree type awarded, and the date of the award.

If you believe that any material held in the repository infringes copyright law, please contact the Repository Team at Middlesex University via the following email address:

eprints@mdx.ac.uk

The item will be removed from the repository while any claim is being investigated.

See also repository copyright: re-use policy: <http://eprints.mdx.ac.uk/policies.html#copy>

The Impact of Service Quality and Customer Satisfaction on Customer's Loyalty in Jordan Islamic Bank

Abstract

Purpose - The main objective of this paper is to "explore how service quality and customer satisfaction impact on a customer's loyalty in Jordan Islamic Bank (JIB).

Design/methodology/approach - A quantitative methodology was adopted to examine the proposed model and hypotheses. A questionnaire was randomly distributed to a sample of 100 to those visiting the JIB in Amman city and 78 were returned. SPSS was used to analyse the data.

Findings - The results show that service quality dimensions impact significantly and positively upon customer satisfaction and customer satisfaction is positively related to customer loyalty. Responsiveness demonstrates the highest positive correlation with customer satisfaction and reliability shows the least positive correlation with customer satisfaction. Practical Implications: Jordan Islamic Bank should focus on continuous improvement of service quality due to its direct effect over customer satisfaction and ultimately loyalty. Managers should pay attention to the quality provided by their employees and develop them through training and education programmes in Islamic knowledge.

Originality/Value: As the first study of its kind in Jordan, the paper's contribution stems from fulfilling the research gap in examining effects of service quality and customer satisfaction impacting on customer loyalty in Jordan Islamic Bank .